

ABSTRACT OF THE DISCLOSURE

In distribution of digital content data via communications between an order terminal and a main server, it is decided whether 5 digital content data be downloaded when a user places an order or later in accordance with a user request and/or capacity of a user memory for storing the digital content data. The ordered digital content data is transmitted from the main server to the order terminal when the user places an order or later in accordance 10 with the decision. The transmitted digital content is then downloaded to the order terminal. The N (an integer of two or more) number of digital content data having the same contents but different from each other on compression ratio and/or data format are stored in a memory. When an order placement for the 15 digital content data is accepted, the N number of digital content data are retrieved from the memory to form a set of the N number of digital content data or a set of the N number of digital content data are retrieved from the memory. A receiver is designated for receiving the set of the N number of digital content data. One or more of the N number of digital content data is transmitted 20 to the order terminal or a sub-terminal when designated as the receiver.